



NATIONAL RECOVERY ADMINISTRATION

RESEARCH AND PLANNING DIVISION

E V I D E N C E   S T U D Y

NO. 50

OF

THE MOTOR VEHICLE RETAILING TRADE INDUSTRY

Prepared by

THE INDUSTRY STATISTICS UNIT

December, 1935

PRELIMINARY DRAFT

(NOT FOR RELEASE: FOR USE IN DIVISION ONLY)



## THE EVIDENCE STUDY SERIES

The EVIDENCE STUDIES were originally planned as a means of gathering evidence bearing upon various legal issues which arose under the National Industrial Recovery Act.

These studies have value quite aside from the use for which they were originally intended. Accordingly, they are now made available for confidential use within the Division of Review, and for inclusion in Code Histories.

The full list of the Evidence Studies is as follows:

- |                                     |   |
|-------------------------------------|---|
| 1. Automobile Manufacturing Ind.    | 23. Mason Contractors Industry                |
| 2. Boot and Shoe Mfg. Ind.          | 24. Men's Clothing Industry                   |
| 3. Bottled Soft Drink Ind.          | 25. Motion Picture Industry                   |
| 4. Builders' Supplies Ind.          | 26. Motor Bus Mfg. Industry (Dropped)         |
| 5. Chemical Mfg. Ind.               | 27. Needlework Ind. of Puerto Rico            |
| 6. Cigar Mfg. Industry              | 28. Painting & Paperhanging & Decorating      |
| 7. Construction Industry            | 29. Photo Engraving Industry                  |
| 8. Cotton Garment Industry          | 30. Plumbing Contracting Industry             |
| 9. Dress Mfg. Ind.                  | 31. Retail Food (See No. 42)                  |
| 10. Electrical Contracting Ind.     | 32. Retail Lumber Industry                    |
| 11. Electrical Mfg. Ind.            | 33. Retail Solid Fuel (Dropped)               |
| 12. Fab. Metal Prod. Mfg., etc.     | 34. Retail Trade Industry                     |
| 13. Fishery Industry                | 35. Rubber Mfg. Ind.                          |
| 14. Furniture Mfg. Ind.             | 36. Rubber Tire Mfg. Ind.                     |
| 15. General Contractors Ind.        | 37. Silk Textile Ind.                         |
| 16. Graphic Arts Ind.               | 38. Structural Clay Products Ind.             |
| 17. Gray Iron Foundry Ind.          | 39. Throwing Industry                         |
| 18. Hosiery Ind.                    | 40. Trucking Industry                         |
| 19. Infant's & Children's Wear Ind. | 41. Waste Materials Ind.                      |
| 20. Iron and Steel Ind.             | 42. Wholesale & Retail Food Ind. (See No. 31) |
| 21. Leather                         | 43. Wholesale Fresh Fruit & Veg.              |
| 22. Lumber & Timber Prod. Ind.      |   |

In addition to the studies brought to completion, certain materials have been assembled for other industries. These MATERIALS are included in the series and are also made available for confidential use within the Division of Review and for inclusion in Code Histories, as follows:

- |                                    |   |
|------------------------------------|---|
| 44. Wool Textile Industry          | 49. Household Goods & Storage, etc. (Dropped) |
| 45. Automotive Parts & Equip. Ind. | 50. Motor Vehicle Retailing Trade Ind.        |
| 46. Baking Industry                | 51. Retail Tire & Battery Trade Ind.          |
| 47. Canning Industry               | 52. Ship & Boat Bldg. & Repairing Ind.        |
| 48. Coat and Suit Ind.             | 53. Wholesaling or Distributing Trade         |

L. C. Marshall  
Director, Division of Review

93-1111-1111



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## MOTOR VEHICLE RETAILING TRADE

### General Notes

#### Comparison of Definitions of the Industry

The Motor Vehicle Retailing Trade, as defined by the code, covers the business of "retailing new or used motor vehicles, and the servicing or repairing of new or used motor vehicles." The term "motor vehicles" includes "passenger cars, trucks, truck tractors, busses, taxicabs, hearses, ambulances and other commercial vehicles for use on the highway." The retailing and servicing of motorcycles, fire apparatus, and tractors other than truck tractors are not covered by the code.

In the data presented in this report the term "motor vehicles" includes only passenger cars and trucks. These data may, however, be taken as representative of code coverage since presumably the retailing of such vehicles as taxicabs, busses, etc. is practically negligible in comparison with the retailing of passenger cars and trucks.

Discrepancies between the number of establishments reported by the Bureau of the Census, by the Chilton Company, and by the Code Authority are probably the result, not so much of differences in the type of vehicle handled by the establishments, but rather of differences in the definitions of a motor vehicle dealer and to the degree of completeness of the count. The Bureau of the Census, reporting 45,301 establishments in 1929 and 30,646 in 1933, covers only those dealers who derive their income principally from the sale of motor vehicles. The Chilton Company counts as a motor vehicle dealer any dealer who sells motor vehicles. Their figures were 54,354 in 1929, 39,868 in 1933, and 35,265 in 1934. The figure of 35,977 reported by the National Automobile Dealers' Association for 1934 agrees very closely with the Chilton Company's figure for that year. The slightly larger number of dealers, 39,594, reported by the Code Authority for 1934 is probably due to the more effective registration organization of the Code Authority. The figures for the Chilton Company and the Code Authority are, of course, most appropriate for the code.

#### Sources

The chief sources of the data in the accompanying tables are the Bureau of the Census, the Chilton Company, and R. L. Poll:



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#### Sources

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and Company. Other sources are the Code Authority for the Motor Vehicle Retailing Trade, the Bureau of Labor Statistics, and the National Automobile Dealers' Association.

Bureau of the Census Data. - All establishments whose income was derived primarily from the sale of motor vehicles were included in the classification, "Motor Vehicle Dealers," used by the Census of Retail Distribution in 1933. The income derived by dealers from service departments, sale of tires and batteries, and the sale of storage space is included in the sale figures, but these sources of additional business are practically negligible in their effect upon the total sales volume.

Data for 1929, comparable to that for the "Motor Vehicle Dealers" group used for 1933, were obtained by combining data for the groups "Automobile Salesrooms," "Used-Car Dealers," and "Automobile Dealers with Farm Implements and Machinery."

Chilton Company Data. - Data from the Chilton Company on the number of dealers as published in the Chilton Class Journal cover all dealers selling motor vehicles. The number of dealers reported for 1934 is slightly less than that reported by the Code Authority for that year (the only year for which Code Authority data are available). The more effective registration organization of the Code Authority probably accounts for the difference. Since the Code Authority suggested that the Chilton figures be used for the years preceding 1934 and since the percentage distribution of dealers by states is practically the same, with the exception of California, New York, and Ohio, the Chilton figures have been used for 1934 as well as other years.

R. L. Polk and Company. - Statistics from the Automobile Department of R. L. Polk and Company are considered the most reliable data available on registrations. They cover the registration of new passenger and commercial vehicles. They do not include those vehicles which are not required to be registered, such as ambulances, fire apparatus and government owned vehicles. Duplicate registrations have been fairly well eliminated, especially within the past several years.

Data from other Sources. - Descriptions of data from other sources, as well as the data discussed above, are presented in the notes accompanying the tables.

Industry Statistics Unit,  
Statistics Section,  
Division of Review, NRA.  
December 3, 1935.





Notes for Data on Form R-P-28

MOTOR VEHICLE RETAILING TRADE  
(Code No. 46)

1. TOTAL NEW REGISTRATIONS, CARS

Registrations are for new motor vehicles only, and exclude busses, ambulances, fire apparatus, and government-owned vehicles. Duplications are believed to have been fairly well eliminated during the past two years.

2. CAR FINANCING, "WHOLESALE" AND RETAIL

The data on wholesale financing cover the dollar volume of financing of the sales of new cars made by manufacturers to dealers (the financing of dealers' stocks of cars), while the data on retail financing cover the volume of financing of sales made by dealers to consumers. Retail financing is broken down into three classifications, New Cars, Used Cars and Unclassified. The latter category represents a small number of companies which reported only the total number of cars financed and the total amount of financing.

The series represent approximately 95 per cent of the total business done by finance companies in the United States and probably over 80 per cent of all financing in the United States. The series do not include rediscounts, and therefore are free from duplication. From January 1928 through December 1932 the data covered 365 identical companies, although 52 of them had gone out of business by the end of 1929 and 31 more by the end of 1932. From January 1933 to date the data cover the remaining 282 companies. The figures are, however, comparable over the period. Beginning with July 1933 a new series covering 456 identical companies was published simultaneously with that of the 282 identical companies, but the larger number of companies represented an increase of only about 3 per cent in the size of the (retail) sample. The percentage increases in the coverage of the new wholesale financing series was not quite so large as those in retail financing.

3. PRICES

Trucks, at Wholesale. - The Bureau of Labor Statistics average wholesale price per truck is a composite of price quotations



from three major manufacturers, whose prices are considered representative of the price trend in this branch of the industry. In combining these three price quotations weights based upon quantities produced (1929-1931 average) are used. The items and their respective weights are:

|  |       |
|--|-------|
| Ford Truck, $\frac{3}{4}$ to $1\frac{1}{2}$ ton capacity | .1684 |
| Federal Truck, $1\frac{1}{2}$ to 4 ton capacity          | .7586 |
| Diamond Truck, $\frac{1}{2}$ to 4 ton capacity           | .0730 |

Passenger Cars, at Wholesale. - The Bureau of Labor Statistics average wholesale price per passenger car is a composite of price quotations for six major makes which are considered representative of the price trend in this branch of the industry. The prices of all passenger models of these makes whose factory prices are less than \$4,000 are averaged by makes and these averages weighted by the number of registrations per make (1929-1931 average). The makes and their respective weights are:

|           |    |
|-----------|----|
| Buick     | 7  |
| Chevrolet | 36 |
| Cadillac  | 1  |
| Dodge     | 4  |
| Ford      | 50 |
| Packard   | 2  |

The series are not price series in the usual sense that they represent changes in the price of an identical commodity over a period of time. They each represent a price at specified points of time of a commodity (an automobile or truck) which changes from year to year as a result of technical improvements, changes in style, etc.

Industry Statistics Unit,  
Statistics Section,  
Division of Review, NRA  
December 3, 1935.



## MOTOR VEHICLE RETAILING TRADE

## REGISTRATIONS

## I-A Total New Registrations (Thousands of Cars) a/

|         | 1926  | 1927  | 1928  | 1929  | 1930  | 1931  | 1932  | 1933  | 1934  | 1935  |
|---------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| JAN     | 226.6 | 202.8 | 152.5 | 249.7 | 210.1 | 151.2 | 102.3 | 91.6  | 84.1  | 171.4 |
| FEB     | 190.3 | 208.8 | 183.0 | 267.9 | 243.8 | 157.6 | 97.3  | 79.2  | 119.4 | 204.8 |
| MAR     | 315.8 | 294.6 | 278.9 | 424.3 | 340.9 | 231.5 | 109.1 | 88.7  | 207.2 | 303.0 |
| APR     | 440.5 | 368.5 | 362.3 | 538.0 | 404.0 | 302.6 | 138.9 | 137.3 | 61.8  | 366.5 |
| MAY     | 439.8 | 352.4 | 383.9 | 506.8 | 388.3 | 281.2 | 150.0 | 181.2 | 259.0 | 341.2 |
| JUN     | 360.4 | 294.8 | 346.2 | 431.5 | 294.4 | 230.4 | 166.6 | 197.5 | 258.4 | 328.6 |
| JUL     | 372.7 | 280.1 | 356.0 | 490.5 | 293.9 | 224.4 | 118.0 | 216.3 | 266.3 | 336.4 |
| AUG     | 345.1 | 273.0 | 366.4 | 429.4 | 237.4 | 182.8 | 108.5 | 207.7 | 234.6 | 284.3 |
| SEP     | 296.1 | 210.4 | 307.0 | 350.9 | 209.2 | 150.9 | 96.9  | 189.1 | 184.2 | 200.3 |
| OCT     | 276.8 | 213.4 | 325.8 | 338.7 | 184.4 | 127.4 | 78.4  | 164.2 | 181.8 |       |
| NOV     | 186.2 | 151.3 | 239.2 | 217.2 | 115.1 | 91.4  | 54.8  | 112.9 | 136.3 |       |
| DEC     | 163.7 | 101.3 | 179.4 | 162.0 | 114.7 | 90.7  | 55.2  | 74.2  | 99.6  |       |
| Average | 301.2 | 246.0 | 290.1 | 367.2 | 253.0 | 185.2 | 106.4 | 144.9 | 191.1 |       |

## I-B New Passenger Car Registrations (Thousands of Cars) b/

|         | 1926  | 1927  | 1928  | 1929  | 1930  | 1931  | 1932  | 1933  | 1934  | 1935  |
|---------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| JAN     | 199.8 | 175.3 | 136.1 | 219.8 | 179.9 | 126.8 | 87.5  | 79.8  | 61.2  | 136.6 |
| FEB     | 167.1 | 180.4 | 165.5 | 235.3 | 212.0 | 134.1 | 82.8  | 69.5  | 94.9  | 170.6 |
| MAR     | 280.9 | 261.1 | 254.2 | 378.1 | 298.7 | 200.8 | 92.2  | 78.7  | 173.3 | 261.5 |
| APR     | 396.2 | 331.4 | 332.1 | 481.8 | 357.1 | 265.7 | 121.1 | 120.0 | 222.9 | 319.7 |
| MAY     | 403.0 | 318.5 | 351.5 | 454.0 | 345.1 | 247.7 | 131.3 | 160.2 | 219.2 | 293.2 |
| JUN     | 327.1 | 266.3 | 317.1 | 386.4 | 260.9 | 201.9 | 148.8 | 174.2 | 223.6 | 280.4 |
| JUL     | 334.5 | 251.7 | 324.1 | 432.6 | 254.1 | 194.3 | 104.2 | 185.7 | 228.8 | 285.2 |
| AUG     | 308.5 | 245.2 | 329.7 | 376.9 | 203.6 | 155.7 | 93.5  | 178.9 | 193.8 | 233.9 |
| SEP     | 261.8 | 185.9 | 271.8 | 304.4 | 175.3 | 124.9 | 81.9  | 157.8 | 146.9 | 157.1 |
| OCT     | 241.7 | 186.1 | 284.9 | 288.8 | 150.2 | 102.7 | 63.2  | 136.1 | 140.9 |       |
| NOV     | 162.5 | 132.5 | 211.7 | 183.6 | 93.1  | 75.8  | 44.4  | 94.2  | 107.6 |       |
| DEC     | 145.5 | 89.2  | 160.9 | 138.7 | 96.1  | 77.6  | 45.7  | 58.6  | 75.5  |       |
| Average | 269.1 | 218.6 | 261.6 | 323.4 | 218.8 | 159.0 | 91.4  | 124.5 | 157.4 |       |

## I-C New Commercial Car Registrations (Thousands of Cars) b/

|         | 1926 | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 |
|---------|------|------|------|------|------|------|------|------|------|------|
| JAN     | 26.7 | 27.6 | 16.4 | 29.9 | 30.2 | 24.4 | 14.8 | 11.7 | 22.9 | 34.8 |
| FEB     | 23.2 | 28.4 | 17.5 | 32.7 | 31.8 | 23.5 | 14.5 | 9.7  | 24.5 | 34.8 |
| MAR     | 34.9 | 33.5 | 24.7 | 46.2 | 42.2 | 30.6 | 16.9 | 9.9  | 33.9 | 41.5 |
| APR     | 44.3 | 37.1 | 30.3 | 56.3 | 47.0 | 36.9 | 17.8 | 17.3 | 38.9 | 46.8 |
| MAY     | 36.8 | 34.0 | 32.5 | 52.8 | 43.3 | 33.5 | 18.7 | 20.9 | 39.8 | 48.0 |
| JUN     | 33.2 | 28.5 | 29.2 | 45.1 | 33.5 | 28.5 | 17.9 | 23.3 | 34.8 | 48.2 |
| JUL     | 38.2 | 28.4 | 31.8 | 57.8 | 39.9 | 30.1 | 14.7 | 30.6 | 37.5 | 51.2 |
| AUG     | 36.7 | 27.9 | 36.8 | 52.5 | 33.8 | 27.0 | 15.1 | 28.8 | 40.8 | 50.4 |
| SEP     | 34.3 | 24.4 | 35.1 | 46.5 | 33.9 | 26.0 | 15.1 | 31.3 | 37.2 | 43.2 |
| OCT     | 35.1 | 27.2 | 40.9 | 49.9 | 34.2 | 24.7 | 15.2 | 28.1 | 40.9 |      |
| NOV     | 23.7 | 8.8  | 27.5 | 33.6 | 22.0 | 15.5 | 10.4 | 18.7 | 28.7 |      |
| DEC     | 18.1 | 12.1 | 18.5 | 23.2 | 18.6 | 13.1 | 9.5  | 15.6 | 24.1 |      |
| Average | 32.1 | 27.3 | 28.4 | 43.9 | 34.2 | 26.2 | 15.0 | 20.5 | 33.7 |      |

a/ New Passenger Car Registrations (V-B) plus New Commercial Car Registrations (V-C).

b/ R. L. Polk & Co. (Taken from Survey of Current Business).



## MOTOR VEHICLE RETAILING TRADE

## RETAIL AUTOMOBILE FINANCING - TOTAL a/

| II-A |         | Total Retail Financing (Millions of Dollars) |      |       |       |       |       |      |      |      |       |
|------|---------|--|------|-------|-------|-------|-------|------|------|------|-------|
|      |         | 1926   | 1927 | 1928  | 1929  | 1930  | 1931  | 1932 | 1933 | 1934 | 1935  |
|      | JAN     |  |      | 52.3  | 75.1  | 73.4  | 61.7  | 44.6 | 31.3 | 34.4 | 56.2  |
|      | FEB     |  |      | 65.0  | 90.7  | 85.5  | 66.1  | 44.8 | 29.1 | 45.4 | 66.4  |
|      | MAR     |  |      | 93.5  | 141.3 | 123.5 | 92.0  | 51.1 | 33.5 | 69.2 | 95.1  |
|      | APR     |  |      | 113.5 | 172.3 | 146.6 | 113.0 | 56.4 | 45.3 | 88.0 | 113.0 |
|      | MAY     |  |      | 132.1 | 184.3 | 115.1 | 109.4 | 58.4 | 58.2 | 99.6 | 107.8 |
|      | JUN     |  |      | 128.1 | 179.5 | 138.1 | 104.6 | 63.2 | 65.5 | 99.1 | 106.2 |
|      | JUL     |  |      | 122.9 | 180.3 | 118.7 | 95.9  | 44.7 | 65.2 | 95.5 | 113.1 |
|      | AUG     |  |      | 121.7 | 163.3 | 102.7 | 79.6  | 43.1 | 71.2 | 87.7 | 100.8 |
|      | SEP     |  |      | 102.3 | 129.0 | 90.2  | 68.3  | 38.8 | 62.5 | 67.2 | 77.7  |
|      | OCT     |  |      | 103.5 | 126.2 | 81.2  | 60.7  | 31.6 | 57.5 | 68.2 |       |
|      | NOV     |  |      | 86.6  | 94.6  | 60.2  | 48.6  | 27.7 | 43.9 | 55.3 |       |
|      | DEC     |  |      | 72.9  | 79.8  | 65.9  | 50.5  | 27.0 | 33.1 | 43.8 |       |
|      | Average |  |      | 99.5  | 134.7 | 100.1 | 79.2  | 44.6 | 49.7 | 71.1 |       |

| II-B |         | Total Number of Cars Financed (Thousands) |  |       |       |       |       |       |       |       |       |
|------|---------|---|--|-------|-------|-------|-------|-------|-------|-------|-------|
|      | JAN     |   |  | 103.9 | 156.1 | 165.6 | 160.5 | 122.7 | 92.1  | 101.7 | 149.6 |
|      | FEB     |   |  | 132.2 | 189.9 | 199.2 | 173.0 | 123.6 | 87.5  | 124.3 | 176.6 |
|      | MAR     |   |  | 195.6 | 304.3 | 315.3 | 237.3 | 140.8 | 101.5 | 183.7 | 254.5 |
|      | APR     |   |  | 234.6 | 410.1 | 346.9 | 290.1 | 155.7 | 152.1 | 231.7 | 302.9 |
|      | MAY     |   |  | 272.0 | 401.3 | 294.1 | 278.0 | 164.7 | 108.3 | 259.1 | 293.7 |
|      | JUN     |   |  | 263.8 | 385.8 | 340.7 | 265.4 | 178.0 | 185.3 | 255.4 | 284.7 |
|      | JUL     |   |  | 252.9 | 390.2 | 286.5 | 236.9 | 132.5 | 182.2 | 251.6 | 304.7 |
|      | AUG     |   |  | 252.1 | 349.2 | 247.1 | 204.9 | 131.1 | 198.9 | 233.2 | 273.7 |
|      | SEP     |   |  | 209.4 | 299.7 | 218.8 | 176.7 | 111.2 | 173.8 | 179.9 | 214.4 |
|      | OCT     |   |  | 215.7 | 277.2 | 200.6 | 160.0 | 97.9  | 162.1 | 185.4 |       |
|      | NOV     |   |  | 180.5 | 209.9 | 152.2 | 131.0 | 82.2  | 126.9 | 153.3 |       |
|      | DEC     |   |  | 152.0 | 171.2 | 167.1 | 134.7 | 82.1  | 100.5 | 124.2 |       |
|      | Average |   |  | 205.4 | 295.4 | 244.5 | 204.0 | 126.8 | 142.6 | 190.3 |       |

| II-C |         | Average Amount Per Note Per Car (Dollars) |  |     |     |     |     |     |     |     |     |
|------|---------|---|--|-----|-----|-----|-----|-----|-----|-----|-----|
|      | JAN     |   |  | 503 | 481 | 444 | 384 | 365 | 340 | 339 | 375 |
|      | FEB     |   |  | 491 | 478 | 429 | 382 | 363 | 334 | 365 | 376 |
|      | MAR     |   |  | 478 | 464 | 392 | 388 | 363 | 331 | 377 | 374 |
|      | APR     |   |  | 484 | 420 | 423 | 389 | 362 | 343 | 380 | 373 |
|      | MAY     |   |  | 486 | 459 | 392 | 393 | 355 | 346 | 384 | 367 |
|      | JUN     |   |  | 485 | 465 | 405 | 394 | 355 | 354 | 388 | 373 |
|      | JUL     |   |  | 486 | 462 | 414 | 405 | 338 | 358 | 379 | 371 |
|      | AUG     |   |  | 483 | 468 | 416 | 389 | 344 | 358 | 376 | 368 |
|      | SEP     |   |  | 489 | 430 | 412 | 387 | 349 | 360 | 374 | 362 |
|      | OCT     |   |  | 480 | 455 | 405 | 379 | 343 | 355 | 368 |     |
|      | NOV     |   |  | 480 | 451 | 395 | 371 | 337 | 346 | 361 |     |
|      | DEC     |   |  | 479 | 466 | 394 | 375 | 329 | 330 | 353 |     |
|      | Average |   |  | 485 | 456 | 409 | 388 | 352 | 349 | 370 |     |

a/ Bureau of the Census, Automobile Financing. From 1928 through 1932, data cover 365 identical companies (52 of these had gone out of business by the end of 1929 and 31 more by the end of 1932). For January 1933 to date, data cover the remaining 232 companies.





MOTOR VEHICLE RETAILING TRADE

RETAIL AUTOMOBILE FINANCING - TOTAL <sup>a/</sup>

|       |     | Total Financing (Millions of Dollars) |      |      |      |      |      |      |      |       |       |
|-------|-----|---------------------------------------|------|------|------|------|------|------|------|-------|-------|
| II-AA |     | 1926                                  | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934  | 1935  |
|       | JAN |                                       |      |      |      |      |      |      |      | 36.5  | 59.1  |
|       | FEB |                                       |      |      |      |      |      |      |      | 47.6  | 69.9  |
|       | MAR |                                       |      |      |      |      |      |      |      | 72.5  | 100.1 |
|       | APR |                                       |      |      |      |      |      |      |      | 91.8  | 118.7 |
|       | MAY |                                       |      |      |      |      |      |      |      | 103.8 | 113.6 |
|       | JUN |                                       |      |      |      |      |      |      |      | 103.5 | 111.9 |
|       | JUL |                                       |      |      |      |      |      |      | 68.5 | 99.6  | 119.4 |
|       | AUG |                                       |      |      |      |      |      |      | 74.8 | 91.6  | 106.5 |
|       | SEP |                                       |      |      |      |      |      |      | 65.7 | 70.3  | 82.1  |
|       | OCT |                                       |      |      |      |      |      |      | 60.3 | 71.5  |       |
|       | NOV |                                       |      |      |      |      |      |      | 46.1 | 58.1  |       |
|       | DEC |                                       |      |      |      |      |      |      | 35.2 | 46.3  |       |
|       |     |                                       |      |      |      |      |      |      |      | 74.4  |       |

|       |     | Total Number of Cars Financed (Thousands) |      |      |      |      |      |      |       |       |       |
|-------|-----|---|------|------|------|------|------|------|-------|-------|-------|
| II-BB |     | 1926                                      | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933  | 1934  | 1935  |
|       | JAN |   |      |      |      |      |      |      |       | 110.0 | 159.1 |
|       | FEB |   |      |      |      |      |      |      |       | 132.5 | 187.6 |
|       | MAR |   |      |      |      |      |      |      |       | 195.2 | 270.1 |
|       | APR |   |      |      |      |      |      |      |       | 244.5 | 320.9 |
|       | MAY |   |      |      |      |      |      |      |       | 273.3 | 312.2 |
|       | JUN |   |      |      |      |      |      |      |       | 269.7 | 303.3 |
|       | JUL |   |      |      |      |      |      |      | 194.6 | 265.1 | 324.6 |
|       | AUG |   |      |      |      |      |      |      | 211.7 | 245.8 | 292.6 |
|       | SEP |   |      |      |      |      |      |      | 185.0 | 190.2 | 229.3 |
|       | OCT |   |      |      |      |      |      |      | 172.4 | 196.4 |       |
|       | NOV |   |      |      |      |      |      |      | 135.6 | 162.8 |       |
|       | DEC |   |      |      |      |      |      |      | 108.6 | 133.1 |       |
|       |     |   |      |      |      |      |      |      |       | 201.6 |       |

|       |     | Average Amount per Note per Car (Dollars) |      |      |      |      |      |      |      |      |      |
|-------|-----|---|------|------|------|------|------|------|------|------|------|
| II-CC |     | 1926                                      | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 |
|       | JAN |   |      |      |      |      |      |      |      | 332  | 372  |
|       | FEB |   |      |      |      |      |      |      |      | 359  | 373  |
|       | MAR |   |      |      |      |      |      |      |      | 372  | 371  |
|       | APR |   |      |      |      |      |      |      |      | 376  | 370  |
|       | MAY |   |      |      |      |      |      |      |      | 380  | 364  |
|       | JUN |   |      |      |      |      |      |      |      | 384  | 369  |
|       | JUL |   |      |      |      |      |      |      | 352  | 376  | 368  |
|       | AUG |   |      |      |      |      |      |      | 353  | 373  | 364  |
|       | SEP |   |      |      |      |      |      |      | 355  | 370  | 358  |
|       | OCT |   |      |      |      |      |      |      | 350  | 364  |      |
|       | NOV |   |      |      |      |      |      |      | 340  | 357  |      |
|       | DEC |   |      |      |      |      |      |      | 324  | 348  |      |
|       |     |   |      |      |      |      |      |      |      | 366  |      |

<sup>a/</sup> Bureau of the Census, Automobile Financing. Data cover 456 identical companies.



## MOTOR VEHICLE RETAILING TRADE

RETAIL AUTOMOBILE FINANCING - NEW CARS <sup>a/</sup>

### III-A New Car Financing (Thousands of Dollars)

|         | 1926 | 1927 | 1928 | 1929  | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 |
|---------|------|------|------|-------|------|------|------|------|------|------|
| JAN     |      |      | 32.5 | 48.6  | 45.1 | 32.9 | 23.5 | 18.3 | 19.2 | 35.9 |
| FEB     |      |      | 40.5 | 61.8  | 52.9 | 36.9 | 23.6 | 16.8 | 29.3 | 42.8 |
| MAR     |      |      | 61.1 | 96.6  | 77.2 | 55.0 | 26.9 | 19.5 | 46.4 | 61.7 |
| APR     |      |      | 74.4 | 116.6 | 93.9 | 70.5 | 31.8 | 28.2 | 59.8 | 73.1 |
| MAY     |      |      | 86.4 | 125.0 | 68.2 | 68.6 | 33.6 | 37.5 | 68.0 | 67.6 |
| JUN     |      |      | 83.2 | 121.7 | 91.1 | 63.6 | 38.3 | 43.0 | 68.8 | 66.9 |
| JUL     |      |      | 79.7 | 124.5 | 73.4 | 59.3 | 24.1 | 43.3 | 65.1 | 71.7 |
| AUG     |      |      | 78.6 | 111.0 | 63.0 | 46.9 | 24.6 | 47.3 | 58.0 | 62.7 |
| SEP     |      |      | 64.7 | 93.7  | 52.8 | 38.6 | 21.6 | 40.9 | 43.2 | 46.1 |
| OCT     |      |      | 64.4 | 80.2  | 45.6 | 33.2 | 17.6 | 36.8 | 42.7 |      |
| NOV     |      |      | 52.9 | 58.1  | 31.8 | 25.4 | 14.0 | 26.3 | 33.9 |      |
| DEC     |      |      | 41.6 | 47.9  | 35.3 | 27.3 | 14.1 | 17.8 | 24.8 |      |
| Average |      |      | 63.3 | 90.5  | 60.9 | 46.5 | 24.5 | 31.3 | 46.6 |      |

### III-B Number of New Cars Financed (Thousands)

|         |  |  |       |       |       |       |      |      |       |       |
|---------|--|--|-------|-------|-------|-------|------|------|-------|-------|
| JAN     |  |  | 49.8  | 78.3  | 78.5  | 58.5  | 41.4 | 35.5 | 34.4  | 66.1  |
| FEB     |  |  | 63.8  | 103.3 | 95.4  | 67.6  | 40.8 | 32.6 | 52.8  | 79.6  |
| MAR     |  |  | 96.9  | 166.0 | 139.1 | 102.7 | 46.2 | 38.3 | 84.3  | 115.9 |
| APR     |  |  | 117.7 | 205.0 | 171.0 | 133.3 | 57.7 | 55.6 | 107.9 | 135.8 |
| MAY     |  |  | 137.2 | 212.5 | 115.5 | 126.7 | 63.9 | 75.0 | 122.2 | 122.7 |
| JUN     |  |  | 131.7 | 203.6 | 159.6 | 115.1 | 74.2 | 84.4 | 125.1 | 121.6 |
| JUL     |  |  | 125.5 | 211.2 | 130.6 | 100.8 | 45.8 | 84.3 | 120.0 | 128.9 |
| AUG     |  |  | 124.7 | 183.8 | 111.0 | 83.6  | 46.4 | 91.6 | 106.0 | 112.6 |
| SEP     |  |  | 100.6 | 157.9 | 92.1  | 67.6  | 39.5 | 78.4 | 78.2  | 82.0  |
| OCT     |  |  | 101.3 | 132.1 | 78.4  | 58.1  | 31.2 | 70.7 | 77.5  |       |
| NOV     |  |  | 84.4  | 96.0  | 54.7  | 44.7  | 24.7 | 49.7 | 61.8  |       |
| DEC     |  |  | 63.0  | 74.1  | 61.9  | 48.1  | 26.2 | 32.5 | 40.5  |       |
| Average |  |  | 99.7  | 152.0 | 107.3 | 83.9  | 44.8 | 60.7 | 84.2  |       |

### III-C Average Amount Per Note Per New Car (Dollars)

|         |  |  |     |     |     |     |     |     |     |     |
|---------|--|--|-----|-----|-----|-----|-----|-----|-----|-----|
| JAN     |  |  | 652 | 621 | 575 | 563 | 567 | 516 | 557 | 543 |
| FEB     |  |  | 636 | 598 | 555 | 545 | 579 | 516 | 555 | 537 |
| MAR     |  |  | 630 | 582 | 555 | 536 | 582 | 508 | 551 | 532 |
| APR     |  |  | 632 | 569 | 549 | 529 | 552 | 508 | 554 | 538 |
| MAY     |  |  | 630 | 588 | 590 | 541 | 526 | 500 | 557 | 551 |
| JUN     |  |  | 632 | 598 | 571 | 552 | 517 | 510 | 550 | 550 |
| JUL     |  |  | 635 | 589 | 562 | 588 | 527 | 514 | 542 | 556 |
| AUG     |  |  | 631 | 604 | 567 | 561 | 531 | 516 | 547 | 557 |
| SEP     |  |  | 643 | 593 | 574 | 571 | 545 | 522 | 553 | 562 |
| OCT     |  |  | 635 | 607 | 582 | 572 | 565 | 521 | 551 |     |
| NOV     |  |  | 627 | 605 | 582 | 568 | 567 | 529 | 547 |     |
| DEC     |  |  | 660 | 647 | 571 | 567 | 538 | 548 | 556 |     |
| Average |  |  | 635 | 595 | 567 | 554 | 546 | 516 | 552 |     |

<sup>a/</sup> Bureau of the Census, Automobile Financing. From 1928 through 1932 data cover 365 identical companies (52 of these had gone out of business by the end of 1929 and 31 more by the end of 1932). From January 1933 to date, data cover the remaining 282 companies.



MOTOR VEHICLE RETAILING TRADE  
RETAIL AUTOMOBILE FINANCING - NEW CARS <sup>a/</sup>

New Car Financing (Millions of Dollars)

| III-AA  | 1926 | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 |
|---------|------|------|------|------|------|------|------|------|------|------|
| JAN     |      |      |      |      |      |      |      |      | 19.8 | 37.2 |
| FEB     |      |      |      |      |      |      |      |      | 30.2 | 44.4 |
| MAR     |      |      |      |      |      |      |      |      | 47.8 | 64.0 |
| APR     |      |      |      |      |      |      |      |      | 61.5 | 75.6 |
| MAY     |      |      |      |      |      |      |      |      | 69.8 | 70.2 |
| JUN     |      |      |      |      |      |      |      |      | 70.9 | 69.4 |
| JUL     |      |      |      |      |      |      |      | 44.7 | 67.0 | 74.5 |
| AUG     |      |      |      |      |      |      |      | 48.9 | 59.8 | 65.1 |
| SEP     |      |      |      |      |      |      |      | 42.2 | 44.6 | 48.0 |
| OCT     |      |      |      |      |      |      |      | 37.9 | 44.1 |      |
| NOV     |      |      |      |      |      |      |      | 27.1 | 34.9 |      |
| DEC     |      |      |      |      |      |      |      | 18.5 | 25.6 |      |
| Average |      |      |      |      |      |      |      |      | 48.0 |      |

III-BB                      Number of New Cars Financed (Thousands)

|         |  |  |  |  |  |  |  |      |       |       |
|---------|--|--|--|--|--|--|--|------|-------|-------|
| JAN     |  |  |  |  |  |  |  |      | 35.7  | 68.5  |
| FEB     |  |  |  |  |  |  |  |      | 54.5  | 82.6  |
| MAR     |  |  |  |  |  |  |  |      | 86.9  | 120.1 |
| APR     |  |  |  |  |  |  |  |      | 111.0 | 140.5 |
| MAY     |  |  |  |  |  |  |  |      | 125.4 | 127.2 |
| JUN     |  |  |  |  |  |  |  |      | 128.8 | 126.2 |
| JUL     |  |  |  |  |  |  |  | 86.9 | 123.6 | 134.1 |
| AUG     |  |  |  |  |  |  |  | 94.6 | 109.3 | 117.0 |
| SEP     |  |  |  |  |  |  |  | 80.9 | 80.7  | 85.4  |
| OCT     |  |  |  |  |  |  |  | 73.0 | 80.0  |       |
| NOV     |  |  |  |  |  |  |  | 51.4 | 63.7  |       |
| DEC     |  |  |  |  |  |  |  | 33.7 | 46.0  |       |
| Average |  |  |  |  |  |  |  |      | 87.1  |       |

III-CC                      Average Amount Per Note Per New Car (Dollars)

|         |  |  |  |  |  |  |  |     |     |     |
|---------|--|--|--|--|--|--|--|-----|-----|-----|
| JAN     |  |  |  |  |  |  |  |     | 556 | 543 |
| FEB     |  |  |  |  |  |  |  |     | 555 | 538 |
| MAR     |  |  |  |  |  |  |  |     | 551 | 532 |
| APR     |  |  |  |  |  |  |  |     | 554 | 538 |
| MAY     |  |  |  |  |  |  |  |     | 557 | 552 |
| JUN     |  |  |  |  |  |  |  |     | 550 | 550 |
| JUL     |  |  |  |  |  |  |  | 514 | 543 | 556 |
| AUG     |  |  |  |  |  |  |  | 516 | 547 | 557 |
| SEP     |  |  |  |  |  |  |  | 521 | 553 | 562 |
| OCT     |  |  |  |  |  |  |  | 520 | 552 |     |
| NOV     |  |  |  |  |  |  |  | 527 | 547 |     |
| DEC     |  |  |  |  |  |  |  | 548 | 556 |     |
| Average |  |  |  |  |  |  |  |     | 552 |     |

<sup>a/</sup> Bureau of the Census, Automobile Financing. Data cover 456 identical companies.



## MOTOR VEHICLE RETAILING TRADE

## RETAIL AUTOMOBILE FINANCING - USED

## IV-A

## Used Car Financing (Millions of Dollars)

|         | 1926 | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 |
|---------|------|------|------|------|------|------|------|------|------|------|
| JAN     |      |      | 13.6 | 22.7 | 25.5 | 27.2 | 20.0 | 12.2 | 14.4 | 19.0 |
| FEB     |      |      | 16.6 | 24.6 | 29.1 | 27.7 | 19.9 | 11.7 | 15.2 | 22.3 |
| MAR     |      |      | 23.1 | 37.8 | 42.4 | 34.7 | 22.8 | 15.3 | 21.4 | 31.6 |
| APR     |      |      | 26.9 | 47.1 | 48.8 | 39.5 | 25.2 | 16.1 | 26.7 | 37.9 |
| MAY     |      |      | 31.7 | 51.0 | 42.8 | 37.8 | 25.3 | 19.4 | 29.8 | 38.2 |
| JUN     |      |      | 31.6 | 50.3 | 43.0 | 38.0 | 25.2 | 21.2 | 28.4 | 37.2 |
| JUL     |      |      | 29.3 | 49.0 | 42.7 | 34.1 | 22.2 | 20.5 | 28.6 | 40.3 |
| AUG     |      |      | 30.0 | 45.7 | 37.1 | 30.5 | 18.0 | 22.5 | 28.0 | 37.0 |
| SEP     |      |      | 26.1 | 29.4 | 35.2 | 27.6 | 18.2 | 20.4 | 22.7 | 30.7 |
| OCT     |      |      | 28.0 | 41.6 | 35.7 | 25.9 | 18.0 | 19.7 | 24.1 |      |
| NOV     |      |      | 23.2 | 32.2 | 26.8 | 21.9 | 18.3 | 16.7 | 20.4 |      |
| DEC     |      |      | 22.0 | 28.6 | 28.8 | 21.9 | 18.2 | 14.5 | 18.0 |      |
| Average |      |      | 25.2 | 38.3 | 36.3 | 30.6 | 19.9 | 17.4 | 23.1 |      |

## IV-B

## Number of Used Cars Financed (Thousands)

|         |  |  |       |       |       |       |      |       |       |       |
|---------|--|--|-------|-------|-------|-------|------|-------|-------|-------|
| JAN     |  |  | 40.9  | 68.8  | 80.7  | 97.8  | 77.5 | 54.2  | 64.6  | 79.9  |
| FEB     |  |  | 52.5  | 76.4  | 95.4  | 100.7 | 78.2 | 52.8  | 68.8  | 93.3  |
| MAR     |  |  | 76.4  | 121.2 | 166.5 | 128.3 | 90.1 | 50.6  | 95.5  | 133.5 |
| APR     |  |  | 88.4  | 184.8 | 164.0 | 149.1 | 95.4 | 73.3  | 119.5 | 161.4 |
| MAY     |  |  | 105.6 | 168.6 | 168.2 | 142.8 | 96.0 | 89.3  | 132.1 | 165.5 |
| JUN     |  |  | 104.4 | 163.8 | 170.3 | 141.9 | 99.5 | 96.7  | 125.4 | 157.4 |
| JUL     |  |  | 97.5  | 162.2 | 149.6 | 128.7 | 82.7 | 93.9  | 126.7 | 172.7 |
| AUG     |  |  | 98.5  | 149.4 | 129.5 | 115.0 | 80.6 | 103.2 | 122.5 | 157.9 |
| SEP     |  |  | 84.5  | 127.5 | 121.5 | 103.2 | 67.7 | 91.6  | 98.2  | 130.0 |
| OCT     |  |  | 90.6  | 134.7 | 118.1 | 97.4  | 63.8 | 86.0  | 103.8 |       |
| NOV     |  |  | 74.5  | 103.8 | 94.0  | 82.8  | 54.7 | 74.5  | 88.2  |       |
| DEC     |  |  | 69.4  | 89.7  | 101.0 | 82.8  | 53.6 | 65.4  | 76.5  |       |
| Average |  |  | 81.9  | 129.2 | 129.9 | 114.2 | 75.2 | 78.6  | 101.8 |       |

## IV-C

## Average Amount Per Note Per Used Car (Dollars)

|         |  |  |     |     |     |     |     |     |     |     |
|---------|--|--|-----|-----|-----|-----|-----|-----|-----|-----|
| JAN     |  |  | 332 | 330 | 316 | 278 | 268 | 224 | 223 | 237 |
| FEB     |  |  | 316 | 322 | 305 | 275 | 253 | 222 | 221 | 239 |
| MAR     |  |  | 302 | 312 | 255 | 270 | 253 | 220 | 224 | 237 |
| APR     |  |  | 305 | 255 | 297 | 265 | 247 | 220 | 223 | 235 |
| MAY     |  |  | 300 | 302 | 255 | 265 | 242 | 218 | 225 | 231 |
| JUN     |  |  | 303 | 307 | 252 | 268 | 235 | 219 | 226 | 236 |
| JUL     |  |  | 300 | 302 | 285 | 265 | 235 | 219 | 226 | 233 |
| AUG     |  |  | 304 | 306 | 286 | 265 | 234 | 218 | 229 | 234 |
| SEP     |  |  | 309 | 231 | 290 | 267 | 236 | 223 | 231 | 236 |
| OCT     |  |  | 308 | 309 | 286 | 266 | 238 | 223 | 232 |     |
| NOV     |  |  | 312 | 310 | 285 | 264 | 233 | 225 | 231 |     |
| DEC     |  |  | 318 | 319 | 285 | 264 | 227 | 222 | 236 |     |
| Average |  |  | 307 | 297 | 280 | 268 | 241 | 221 | 227 |     |

a/ Bureau of the Census, Automobile Financing. From 1928 through 1932, data cover 365 identical companies (52 of these had gone out of business by the end of 1929 and 31 more by the end of 1932). From January 1933 to date, data cover the remaining 282 companies.





## MOTOR VEHICLE RETAILING TRADE

RETAIL AUTOMOBILE FINANCING - USED CARS <sup>a/</sup>

| IV-AA |         | Used Car Financing (Millions of Dollars) |      |      |      |      |      |      |      |      |      |
|-------|---------|--|------|------|------|------|------|------|------|------|------|
|       |         | 1926                                     | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 |
|       | JAN     |  |      |      |      |      |      |      |      | 15.9 | 20.7 |
|       | FEB     |  |      |      |      |      |      |      |      | 16.5 | 24.1 |
|       | MAR     |  |      |      |      |      |      |      |      | 23.3 | 34.3 |
|       | APR     |  |      |      |      |      |      |      |      | 28.9 | 41.0 |
|       | MAY     |  |      |      |      |      |      |      |      | 32.2 | 41.5 |
|       | JUN     |  |      |      |      |      |      |      |      | 30.7 | 40.5 |
|       | JUL     |  |      |      |      |      |      | 22.5 |      | 30.8 | 43.7 |
|       | AUG     |  |      |      |      |      |      | 24.6 |      | 30.2 | 40.2 |
|       | SEP     |  |      |      |      |      |      | 22.2 |      | 24.5 | 33.3 |
|       | OCT     |  |      |      |      |      |      | 21.3 |      | 26.0 |      |
|       | NOV     |  |      |      |      |      |      | 18.1 |      | 22.1 |      |
|       | DEC     |  |      |      |      |      |      | 15.9 |      | 19.7 |      |
|       | Average |  |      |      |      |      |      |      |      | 25.1 |      |

| IV-BB |         | Number of Used Cars Financed (Thousands) |  |  |  |  |  |       |  |       |       |
|-------|---------|--|--|--|--|--|--|-------|--|-------|-------|
|       | JAN     |  |  |  |  |  |  |       |  | 71.6  | 87.2  |
|       | FEB     |  |  |  |  |  |  |       |  | 75.3  | 101.3 |
|       | MAR     |  |  |  |  |  |  |       |  | 104.4 | 144.8 |
|       | APR     |  |  |  |  |  |  |       |  | 129.3 | 174.8 |
|       | MAY     |  |  |  |  |  |  |       |  | 143.1 | 179.5 |
|       | JUN     |  |  |  |  |  |  |       |  | 135.9 | 171.5 |
|       | JUL     |  |  |  |  |  |  | 103.6 |  | 136.7 | 187.5 |
|       | AUG     |  |  |  |  |  |  | 112.9 |  | 131.9 | 172.4 |
|       | SEP     |  |  |  |  |  |  | 100.3 |  | 106.1 | 141.6 |
|       | OCT     |  |  |  |  |  |  | 95.9  |  | 112.4 |       |
|       | NOV     |  |  |  |  |  |  | 81.6  |  | 95.8  |       |
|       | DEC     |  |  |  |  |  |  | 72.3  |  | 83.9  |       |
|       | Average |  |  |  |  |  |  |       |  | 110.5 |       |

| IV-CC |         | Average Amount Per Note Per Used Car (Dollars) |  |  |  |  |  |     |  |     |     |
|-------|---------|--|--|--|--|--|--|-----|--|-----|-----|
|       | JAN     |  |  |  |  |  |  |     |  | 222 | 237 |
|       | FEB     |  |  |  |  |  |  |     |  | 219 | 238 |
|       | MAR     |  |  |  |  |  |  |     |  | 223 | 237 |
|       | APR     |  |  |  |  |  |  |     |  | 223 | 235 |
|       | MAY     |  |  |  |  |  |  |     |  | 225 | 231 |
|       | JUN     |  |  |  |  |  |  |     |  | 226 | 236 |
|       | JUL     |  |  |  |  |  |  | 218 |  | 225 | 233 |
|       | AUG     |  |  |  |  |  |  | 218 |  | 229 | 233 |
|       | SEP     |  |  |  |  |  |  | 222 |  | 231 | 235 |
|       | OCT     |  |  |  |  |  |  | 222 |  | 231 |     |
|       | NOV     |  |  |  |  |  |  | 222 |  | 231 |     |
|       | DEC     |  |  |  |  |  |  | 220 |  | 234 |     |
|       | Average |  |  |  |  |  |  |     |  | 227 |     |

<sup>a/</sup> Bureau of the Census, Automobile Financing. Data cover 456 identical companies.



**MOTOR VEHICLE RETAILING TRADE**  
**RETAIL AUTOMOBILE FINANCING - UNCLASSIFIED CARS <sup>a/</sup>**

**V-A**                      **Unclassified Car Financing (Millions of Dollars)**

|         | 1926 | 1927 | 1928  | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 |
|---------|------|------|-------|------|------|------|------|------|------|------|
| JAN     |      |      | 6.24  | 3.78 | 2.76 | 1.51 | 1.18 | .78  | .83  | 1.26 |
| FEB     |      |      | 7.80  | 4.30 | 3.49 | 1.57 | 1.26 | .62  | .89  | 1.36 |
| MAR     |      |      | 9.37  | 6.89 | 3.92 | 2.29 | 1.48 | .75  | 1.41 | 1.86 |
| APR     |      |      | 12.13 | 8.43 | 3.95 | 2.89 | 1.51 | .00  | 1.53 | 2.04 |
| MAY     |      |      | 14.02 | 8.36 | 4.16 | 3.03 | 1.59 | 1.29 | 1.84 | 1.96 |
| JUN     |      |      | 13.29 | 7.55 | 4.06 | 3.10 | 1.45 | 1.33 | 1.87 | 2.02 |
| JUL     |      |      | 13.90 | 6.84 | 2.64 | 2.48 | 1.34 | 1.28 | 1.79 | 1.19 |
| AUG     |      |      | 13.05 | 6.59 | 2.63 | 2.25 | 1.52 | 1.36 | 1.64 | 1.09 |
| SEP     |      |      | 11.58 | 5.81 | 2.21 | 2.09 | 1.30 | 1.26 | 1.25 | .82  |
| OCT     |      |      | 11.25 | 4.36 | 1.82 | 1.61 | .94  | 1.05 | 1.36 |      |
| NOV     |      |      | 10.45 | 4.41 | 1.53 | 1.28 | .91  | .87  | 1.12 |      |
| DEC     |      |      | 9.22  | 3.28 | 1.75 | 1.27 | .76  | .80  | 1.01 |      |
| Average |      |      | 11.03 | 5.88 | 2.91 | 2.11 | 1.27 | 1.03 | 1.38 |      |

**V-B**                      **Number of Unclassified Cars Financed (Thousands)**

|         |  |  |      |      |      |     |     |     |     |     |
|---------|--|--|------|------|------|-----|-----|-----|-----|-----|
| JAN     |  |  | 13.2 | 9.0  | 6.3  | 4.2 | 3.6 | 2.3 | 2.7 | 3.5 |
| FEB     |  |  | 15.9 | 10.1 | 8.4  | 4.7 | 4.0 | 2.1 | 2.7 | 3.7 |
| MAR     |  |  | 22.3 | 17.1 | 9.6  | 6.3 | 4.4 | 2.5 | 3.9 | 5.2 |
| APR     |  |  | 28.5 | 20.3 | 11.9 | 7.6 | 4.6 | 3.3 | 4.3 | 5.6 |
| MAY     |  |  | 29.2 | 20.2 | 10.4 | 8.4 | 4.8 | 4.0 | 4.9 | 5.5 |
| JUN     |  |  | 27.8 | 18.3 | 10.7 | 8.3 | 4.2 | 4.2 | 5.0 | 5.6 |
| JUL     |  |  | 30.0 | 16.7 | 6.3  | 7.3 | 4.0 | 4.0 | 4.9 | 3.1 |
| AUG     |  |  | 28.9 | 15.9 | 6.6  | 6.3 | 4.0 | 4.1 | 4.6 | 3.2 |
| SEP     |  |  | 24.3 | 14.3 | 5.3  | 5.8 | 4.0 | 3.8 | 3.5 | 2.3 |
| OCT     |  |  | 23.9 | 10.4 | 4.1  | 4.5 | 2.9 | 3.5 | 4.0 |     |
| NOV     |  |  | 21.6 | 10.1 | 3.5  | 3.5 | 2.8 | 2.7 | 3.3 |     |
| DEC     |  |  | 19.6 | 7.5  | 4.2  | 3.8 | 2.5 | 2.6 | 3.2 |     |
| Average |  |  | 23.8 | 14.2 | 7.3  | 5.9 | 3.8 | 3.3 | 3.9 |     |

**V-C**                      **Average Amount Per Note Per Unclassified Car (Dollars)**

|         |  |  |     |     |     |     |     |     |     |     |
|---------|--|--|-----|-----|-----|-----|-----|-----|-----|-----|
| JAN     |  |  | 474 | 419 | 438 | 363 | 323 | 338 | 306 | 365 |
| FEB     |  |  | 491 | 424 | 415 | 356 | 317 | 295 | 324 | 366 |
| MAR     |  |  | 421 | 402 | 408 | 363 | 335 | 299 | 356 | 360 |
| APR     |  |  | 426 | 415 | 333 | 380 | 327 | 309 | 359 | 364 |
| MAY     |  |  | 480 | 414 | 401 | 359 | 329 | 319 | 375 | 355 |
| JUN     |  |  | 478 | 412 | 379 | 371 | 341 | 317 | 375 | 359 |
| JUL     |  |  | 464 | 409 | 422 | 338 | 339 | 317 | 368 | 379 |
| AUG     |  |  | 451 | 414 | 401 | 359 | 378 | 329 | 358 | 343 |
| SEP     |  |  | 478 | 406 | 416 | 360 | 328 | 333 | 355 | 355 |
| OCT     |  |  | 472 | 417 | 441 | 360 | 326 | 302 | 339 |     |
| NOV     |  |  | 484 | 438 | 439 | 363 | 326 | 325 | 343 |     |
| DEC     |  |  | 471 | 439 | 414 | 336 | 329 | 307 | 316 |     |
| Average |  |  | 464 | 415 | 400 | 359 | 334 | 317 | 349 |     |

<sup>a/</sup> Bureau of the Census, Automobile Financing. From 1928 through 1932, data cover 365 identical companies (52 of these had gone out of business by the end of 1929 and 31 more by the end of 1932). From January 1933 to date, data cover the remaining 282 companies.



**MOTOR VEHICLE RETAILING TRADE**  
**RETAIL AUTOMOBILE FINANCING - UNCLASSIFIED CARS <sup>a/</sup>**

**V-AA**                      **Unclassified Car Financing (Millions of Dollars)**

|         | 1926 | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 |
|---------|------|------|------|------|------|------|------|------|------|------|
| JAN     |      |      |      |      |      |      |      |      | .83  | 1.26 |
| FEB     |      |      |      |      |      |      |      |      | .89  | 1.36 |
| MAR     |      |      |      |      |      |      |      |      | 1.41 | 1.86 |
| APR     |      |      |      |      |      |      |      |      | 1.53 | 2.04 |
| MAY     |      |      |      |      |      |      |      |      | 1.84 | 1.96 |
| JUN     |      |      |      |      |      |      |      |      | 1.87 | 2.02 |
| JUL     |      |      |      |      |      |      |      | 1.29 | 1.79 | 1.19 |
| AUG     |      |      |      |      |      |      |      | 1.37 | 1.64 | 1.09 |
| SEP     |      |      |      |      |      |      |      | 1.27 | 1.25 | .82  |
| OCT     |      |      |      |      |      |      |      | 1.05 | 1.36 |      |
| NOV     |      |      |      |      |      |      |      | .87  | 1.12 |      |
| DEC     |      |      |      |      |      |      |      | .80  | 1.01 |      |
| Average |      |      |      |      |      |      |      |      | 1.38 |      |

**V-BB**                      **Number of Unclassified Cars (Thousands)**

|         |  |  |  |  |  |  |  |     |     |     |
|---------|--|--|--|--|--|--|--|-----|-----|-----|
| JAN     |  |  |  |  |  |  |  |     | 2.7 | 3.5 |
| FEB     |  |  |  |  |  |  |  |     | 2.7 | 3.7 |
| MAR     |  |  |  |  |  |  |  |     | 3.9 | 5.2 |
| APR     |  |  |  |  |  |  |  |     | 4.3 | 5.6 |
| MAY     |  |  |  |  |  |  |  |     | 4.9 | 5.5 |
| JUN     |  |  |  |  |  |  |  |     | 5.0 | 5.6 |
| JUL     |  |  |  |  |  |  |  | 4.1 | 4.9 | 3.1 |
| AUG     |  |  |  |  |  |  |  | 4.2 | 4.6 | 3.2 |
| SEP     |  |  |  |  |  |  |  | 3.8 | 3.5 | 2.3 |
| OCT     |  |  |  |  |  |  |  | 3.5 | 4.0 |     |
| NOV     |  |  |  |  |  |  |  | 2.7 | 3.3 |     |
| DEC     |  |  |  |  |  |  |  | 2.6 | 3.2 |     |
| Average |  |  |  |  |  |  |  |     | 3.9 |     |

**V-CC**                      **Average Amount Per Note Per Unclassified Car (Dollars)**

|         |  |  |  |  |  |  |  |     |     |     |
|---------|--|--|--|--|--|--|--|-----|-----|-----|
| JAN     |  |  |  |  |  |  |  |     | 306 | 365 |
| FEB     |  |  |  |  |  |  |  |     | 324 | 366 |
| MAR     |  |  |  |  |  |  |  |     | 356 | 360 |
| APR     |  |  |  |  |  |  |  |     | 359 | 364 |
| MAY     |  |  |  |  |  |  |  |     | 375 | 355 |
| JUN     |  |  |  |  |  |  |  |     | 375 | 359 |
| JUL     |  |  |  |  |  |  |  | 316 | 368 | 379 |
| AUG     |  |  |  |  |  |  |  | 329 | 358 | 343 |
| SEP     |  |  |  |  |  |  |  | 333 | 355 | 355 |
| OCT     |  |  |  |  |  |  |  | 302 | 339 |     |
| NOV     |  |  |  |  |  |  |  | 325 | 343 |     |
| DEC     |  |  |  |  |  |  |  | 307 | 316 |     |
| Average |  |  |  |  |  |  |  |     | 348 |     |

<sup>a/</sup> Bureau of the Census, Automobile Financing. Data cover 456 identical companies.



## MOTOR VEHICLE RETAILING TRADE

WHOLESALE AUTOMOBILE FINANCING <sup>a/</sup>

VI-A Wholesale to Dealers (Millions of Dollars) <sup>b/</sup>

|         | 1926 | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934  | 1935  |
|---------|------|------|------|------|------|------|------|------|-------|-------|
| JAN     |      |      |      | 36.9 | 52.4 | 40.2 | 34.8 | 30.1 | 35.9  | 93.8  |
| FEB     |      |      |      | 48.0 | 61.2 | 49.8 | 33.3 | 27.5 | 61.5  | 106.1 |
| MAR     |      |      |      | 61.2 | 77.5 | 63.1 | 34.1 | 27.7 | 102.8 | 145.6 |
| APR     |      |      |      | 74.9 | 85.3 | 71.2 | 33.9 | 40.8 | 121.1 | 159.9 |
| MAY     |      |      |      | 72.9 | 83.6 | 72.6 | 38.6 | 55.0 | 123.7 | 132.1 |
| JUN     |      |      |      | 63.4 | 53.8 | 58.2 | 43.7 | 56.9 | 102.7 | 118.7 |
| JUL     |      |      |      | 61.8 | 55.3 | 48.9 | 26.0 | 57.9 | 90.3  | 119.1 |
| AUG     |      |      |      | 69.9 | 45.3 | 43.9 | 22.1 | 69.6 | 85.1  | 92.9  |
| SEP     |      |      |      | 60.2 | 45.3 | 35.8 | 18.7 | 51.1 | 55.6  | 39.7  |
| OCT     |      |      |      | 63.6 | 35.9 | 25.8 | 13.1 | 39.0 | 45.4  |       |
| NOV     |      |      |      | 44.6 | 29.6 | 15.7 | 11.8 | 17.7 | 29.7  |       |
| DEC     |      |      |      | 21.0 | 35.6 | 29.3 | 20.1 | 16.6 | 36.5  |       |
| Average |      |      |      | 56.5 | 55.1 | 46.2 | 27.5 | 40.8 | 74.2  |       |

VI-AA Wholesale to Dealers (Millions of Dollars) <sup>c/</sup>

|         |  |  |  |  |  |  |  |      |       |       |
|---------|--|--|--|--|--|--|--|------|-------|-------|
| JAN     |  |  |  |  |  |  |  |      | 36.6  | 96.1  |
| FEB     |  |  |  |  |  |  |  |      | 52.5  | 108.7 |
| MAR     |  |  |  |  |  |  |  |      | 104.6 | 149.1 |
| APR     |  |  |  |  |  |  |  |      | 123.0 | 163.2 |
| MAY     |  |  |  |  |  |  |  |      | 125.5 | 135.5 |
| JUN     |  |  |  |  |  |  |  |      | 104.4 | 121.8 |
| JUL     |  |  |  |  |  |  |  | 59.0 | 92.1  | 122.2 |
| AUG     |  |  |  |  |  |  |  | 60.7 | 86.7  | 95.6  |
| SEP     |  |  |  |  |  |  |  | 52.3 | 56.8  | 41.3  |
| OCT     |  |  |  |  |  |  |  | 39.8 | 46.5  |       |
| NOV     |  |  |  |  |  |  |  | 18.4 | 30.5  |       |
| DEC     |  |  |  |  |  |  |  | 17.1 | 38.0  |       |
| Average |  |  |  |  |  |  |  |      | 75.6  |       |

|     |  |  |  |  |  |  |  |  |  |  |
|-----|--|--|--|--|--|--|--|--|--|--|
| JAN |  |  |  |  |  |  |  |  |  |  |
| FEB |  |  |  |  |  |  |  |  |  |  |
| MAR |  |  |  |  |  |  |  |  |  |  |
| APR |  |  |  |  |  |  |  |  |  |  |
| MAY |  |  |  |  |  |  |  |  |  |  |
| JUN |  |  |  |  |  |  |  |  |  |  |
| JUL |  |  |  |  |  |  |  |  |  |  |
| AUG |  |  |  |  |  |  |  |  |  |  |
| SEP |  |  |  |  |  |  |  |  |  |  |
| OCT |  |  |  |  |  |  |  |  |  |  |
| NOV |  |  |  |  |  |  |  |  |  |  |
| DEC |  |  |  |  |  |  |  |  |  |  |

<sup>a/</sup> Bureau of the Census, Automobile Financing.

<sup>b/</sup> From 1929 through 1932, data cover 365 identical companies (52 of these had gone out of business by the end of 1929 and 31 more by the end of 1932). From 1933 to date, data cover the remaining 282 identical companies.

<sup>c/</sup> 456 identical companies.





## MOTOR VEHICLE RETAILING TRADE

## WHOLESALE PRICES

Average Wholesale Price Per Passenger Car, f.o.b. Factory (Dollars)<sup>a/</sup>

| VII-A |         | 1926 | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 |
|-------|---------|------|------|------|------|------|------|------|------|------|------|
|       | JAN     | 658  | 675  | 727  | 777  | 745  | 689  | 694  | 674  | 728  | 706  |
|       | FEB     | 658  | 675  | 727  | 777  | 745  | 683  | 694  | 671  | 736  | 704  |
|       | MAR     | 658  | 674  | 727  | 777  | 745  | 683  | 694  | 671  | 736  | 704  |
|       | APR     | 658  | 674  | 727  | 782  | 745  | 687  | 681  | 667  | 736  | 704  |
|       | MAY     | 658  | 695  | 730  | 782  | 745  | 687  | 681  | 667  | 730  | 712  |
|       | JUN     | 674  | 695  | 733  | 782  | 735  | 684  | 685  | 667  | 711  | 714  |
|       | JUL     | 690  | 692  | 733  | 782  | 735  | 689  | 686  | 667  | 709  | 714  |
|       | AUG     | 691  | 689  | 759  | 772  | 714  | 689  | 686  | 667  | 709  | 714  |
|       | SEP     | 691  | 691  | 758  | 768  | 708  | 695  | 686  | 673  | 709  | 711  |
|       | OCT     | 691  | 691  | 758  | 766  | 698  | 695  | 686  | 673  | 709  |      |
|       | NOV     | 691  | 691  | 758  | 752  | 696  | 693  | 686  | 673  | 709  |      |
|       | DEC     | 691  | 729  | 775  | 752  | 693  | 693  | 689  | 684  | 708  |      |
|       | Average | 676  | 689  | 743  | 772  | 725  | 689  | 687  | 671  | 719  |      |

VII-B Index of Average Wholesale Price Per Passenger Car (1929=100) <sup>b/</sup>

|  |         |      |      |       |       |      |      |      |      |      |      |
|--|---------|------|------|-------|-------|------|------|------|------|------|------|
|  | JAN     | 85.2 | 87.4 | 94.2  | 100.6 | 96.5 | 89.2 | 89.9 | 87.3 | 94.3 | 91.5 |
|  | FEB     | 85.2 | 87.4 | 94.2  | 100.6 | 96.5 | 88.5 | 89.9 | 86.9 | 95.3 | 91.2 |
|  | MAR     | 85.2 | 87.3 | 94.2  | 100.6 | 96.5 | 88.5 | 89.9 | 86.9 | 95.3 | 91.2 |
|  | APR     | 85.2 | 87.3 | 94.2  | 101.3 | 96.5 | 89.0 | 88.2 | 86.4 | 95.3 | 91.2 |
|  | MAY     | 85.2 | 90.0 | 94.6  | 101.3 | 96.5 | 89.0 | 88.2 | 86.4 | 94.6 | 92.2 |
|  | JUN     | 87.3 | 90.0 | 94.9  | 101.3 | 95.2 | 88.6 | 88.7 | 86.4 | 92.1 | 92.5 |
|  | JUL     | 89.4 | 89.6 | 94.9  | 101.3 | 95.2 | 89.2 | 88.9 | 86.4 | 91.8 | 92.5 |
|  | AUG     | 89.5 | 89.2 | 98.3  | 100.0 | 92.5 | 89.2 | 88.9 | 86.4 | 91.8 | 92.5 |
|  | SEP     | 89.5 | 89.5 | 98.2  | 99.5  | 91.8 | 90.0 | 88.9 | 87.2 | 91.8 | 92.1 |
|  | OCT     | 89.5 | 89.5 | 98.2  | 99.2  | 90.4 | 90.0 | 88.9 | 87.2 | 91.8 |      |
|  | NOV     | 89.5 | 89.5 | 98.2  | 97.4  | 90.2 | 89.8 | 88.9 | 87.2 | 91.8 |      |
|  | DEC     | 89.5 | 94.4 | 100.4 | 97.4  | 89.8 | 89.8 | 89.2 | 88.6 | 91.7 |      |
|  | Average | 87.5 | 89.3 | 96.2  | 100.0 | 94.0 | 89.2 | 89.0 | 86.9 | 93.1 |      |

|     |  |  |  |  |  |  |  |  |  |  |  |
|-----|--|--|--|--|--|--|--|--|--|--|--|
| JAN |  |  |  |  |  |  |  |  |  |  |  |
| FEB |  |  |  |  |  |  |  |  |  |  |  |
| MAR |  |  |  |  |  |  |  |  |  |  |  |
| APR |  |  |  |  |  |  |  |  |  |  |  |
| MAY |  |  |  |  |  |  |  |  |  |  |  |
| JUN |  |  |  |  |  |  |  |  |  |  |  |
| JUL |  |  |  |  |  |  |  |  |  |  |  |
| AUG |  |  |  |  |  |  |  |  |  |  |  |
| SEP |  |  |  |  |  |  |  |  |  |  |  |
| OCT |  |  |  |  |  |  |  |  |  |  |  |
| NOV |  |  |  |  |  |  |  |  |  |  |  |
| DEC |  |  |  |  |  |  |  |  |  |  |  |

a/ Bureau of Labor Statistics weighted average of price quotations for passenger cars by makes.

b/ VII-A shifted to a 1929 base.



MOTOR VEHICLE RETAILING TRADE  
WHOLESALE PRICES

VIII-A Average Wholesale Price Per Truck, f.o.b. Factory (Dollars) a/

|         | 1926 | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 |
|---------|------|------|------|------|------|------|------|------|------|------|
| JAN     | 1100 | 1008 | 923  | 973  | 953  | 867  | 842  | 752  | 773  | 735  |
| FEB     | 1100 | 1008 | 923  | 974  | 953  | 858  | 842  | 746  | 777  | 744  |
| MAR     | 1100 | 1008 | 923  | 974  | 937  | 842  | 842  | 746  | 779  | 743  |
| APR     | 1100 | 1008 | 923  | 974  | 937  | 842  | 842  | 746  | 779  | 743  |
| MAY     | 1100 | 1008 | 923  | 974  | 922  | 842  | 842  | 746  | 779  | 743  |
| JUN     | 1102 | 1008 | 958  | 974  | 887  | 842  | 842  | 746  | 770  | 743  |
| JUL     | 1104 | 1008 | 952  | 974  | 880  | 842  | 888  | 746  | 766  | 743  |
| AUG     | 1107 | 1008 | 946  | 974  | 874  | 842  | 888  | 746  | 766  | 743  |
| SEP     | 1110 | 1008 | 948  | 974  | 874  | 842  | 755  | 758  | 766  | 744  |
| OCT     | 1110 | 1008 | 950  | 974  | 874  | 842  | 755  | 753  | 766  |      |
| NOV     | 1110 | 1008 | 954  | 960  | 874  | 842  | 755  | 753  | 766  |      |
| DEC     | 1110 | 1047 | 958  | 960  | 887  | 842  | 752  | 766  | 766  |      |
| Average | 1104 | 1011 | 940  | 972  | 904  | 845  | 820  | 750  | 771  |      |

VIII-B Index of Average Wholesale Price Per Truck (1929=100) b/

|         |       |       |      |       |      |      |      |      |      |      |
|---------|-------|-------|------|-------|------|------|------|------|------|------|
| JAN     | 113.2 | 103.7 | 95.0 | 100.1 | 98.0 | 89.2 | 86.6 | 77.4 | 79.5 | 75.6 |
| FEB     | 113.2 | 103.7 | 95.0 | 100.2 | 98.0 | 88.3 | 86.6 | 76.7 | 79.9 | 76.5 |
| MAR     | 113.2 | 103.7 | 95.0 | 100.2 | 96.4 | 86.6 | 86.6 | 76.7 | 80.1 | 76.4 |
| APR     | 113.2 | 103.7 | 95.0 | 100.2 | 96.4 | 86.6 | 86.6 | 76.7 | 80.1 | 76.4 |
| MAY     | 113.2 | 103.7 | 95.0 | 100.2 | 94.9 | 86.6 | 86.6 | 76.7 | 80.1 | 76.4 |
| JUN     | 113.4 | 103.7 | 98.6 | 100.2 | 91.3 | 86.6 | 86.6 | 76.7 | 79.2 | 76.4 |
| JUL     | 113.6 | 103.7 | 97.9 | 100.2 | 90.5 | 86.6 | 91.4 | 76.7 | 78.8 | 76.4 |
| AUG     | 113.9 | 103.7 | 97.3 | 100.2 | 89.9 | 86.6 | 91.4 | 76.7 | 78.8 | 76.4 |
| SEP     | 114.2 | 103.7 | 97.5 | 100.2 | 89.9 | 86.6 | 77.7 | 78.0 | 78.8 | 76.5 |
| OCT     | 114.2 | 103.7 | 97.7 | 100.2 | 89.9 | 86.6 | 77.7 | 77.5 | 78.8 |      |
| NOV     | 114.2 | 103.7 | 98.1 | 98.8  | 89.9 | 86.6 | 77.7 | 77.5 | 78.8 |      |
| DEC     | 114.2 | 107.7 | 98.6 | 98.8  | 91.3 | 86.6 | 77.4 | 78.8 | 78.8 |      |
| Average | 113.6 | 104.0 | 96.7 | 100.0 | 93.0 | 87.0 | 84.4 | 77.2 | 79.3 |      |

|     |  |  |  |  |  |  |  |  |  |  |
|-----|--|--|--|--|--|--|--|--|--|--|
| JAN |  |  |  |  |  |  |  |  |  |  |
| FEB |  |  |  |  |  |  |  |  |  |  |
| MAR |  |  |  |  |  |  |  |  |  |  |
| APR |  |  |  |  |  |  |  |  |  |  |
| MAY |  |  |  |  |  |  |  |  |  |  |
| JUN |  |  |  |  |  |  |  |  |  |  |
| JUL |  |  |  |  |  |  |  |  |  |  |
| AUG |  |  |  |  |  |  |  |  |  |  |
| SEP |  |  |  |  |  |  |  |  |  |  |
| OCT |  |  |  |  |  |  |  |  |  |  |
| NOV |  |  |  |  |  |  |  |  |  |  |
| DEC |  |  |  |  |  |  |  |  |  |  |

a/ Bureau of Labor Statistics weighted average of price quotations for trucks by capacity.

b/ VIII-A shifted to a 1929 base.



TABLE IX-A

MOTOR VEHICLE RETAILING TRADE  
Establishments, Employees, Payrolls, Sales and Stocks, by States, 1929

| State         | Establishments      | Employees <sup>a/</sup> |                     |                   | Payrolls<br>(Thousands of Dollars) |                      |                  | Annual Sales<br>(Millions<br>of Dollars) | Stocks <sup>b/</sup><br>(Thousands<br>of Dollars) |
|---------------|---------------------|-------------------------|---------------------|-------------------|------------------------------------|----------------------|------------------|--|---|
|               |                     | Total                   | Full-time           | Part-time         | Total                              | Full-time            | Part-time        |  |   |
| U. S. Total   | 45,301              | 356,579                 | 343,570             | 13,009            | 549,015                            | 544,685              | 4,330            | 6,408                                    | 641,804   |
| California    | 2,413               | 22,963                  | 22,392              | 571               | 40,115                             | 39,919               | 196              | 489                                      | 47,003  |
| Illinois      | 2,795               | 22,337                  | 21,588              | 749               | 37,183                             | 36,959               | 224              | 412                                      | 42,553  |
| Indiana       | 1,461               | 10,600                  | 10,150              | 450               | 15,176                             | 15,032               | 144              | 180                                      | 16,937  |
| Iowa          | 1,725               | 8,676                   | 8,149               | 527               | 11,271                             | 11,102               | 169              | 146                                      | 15,601  |
| Massachusetts | 1,290               | 12,452                  | 12,121              | 331               | 20,677                             | 20,552               | 125              | 242                                      | 22,068  |
| Michigan      | 2,045               | 17,059                  | 16,460              | 599               | 29,395                             | 29,180               | 215              | 344                                      | 27,339  |
| Missouri      | 1,318               | 10,820                  | 10,349              | 471               | 16,061                             | 15,894               | 167              | 177                                      | 18,145  |
| Minnesota     | 1,495               | 8,345                   | 7,917               | 428               | 11,773                             | 11,627               | 146              | 139                                      | 14,407  |
| New Jersey    | 1,250 <sup>c/</sup> | 10,152                  | 9,971 <sup>c/</sup> | 181 <sup>c/</sup> | 18,515                             | 18,457 <sup>c/</sup> | 58 <sup>c/</sup> | 214 <sup>c/</sup>                        | 21,481 <sup>c/</sup>                              |
| New York      | 3,331               | 29,325                  | 28,660              | 665               | 53,185                             | 52,895               | 290              | 636                                      | 62,544  |
| Ohio          | 2,716               | 21,279                  | 20,554              | 725               | 35,555                             | 35,313               | 242              | 395                                      | 35,594  |
| Pennsylvania  | 3,267               | 24,318                  | 23,405              | 913               | 37,080                             | 36,788               | 292              | 424                                      | 50,557  |
| Texas         | 2,054               | 20,230                  | 19,539              | 691               | 28,056                             | 27,846               | 210              | 338                                      | 34,450  |
| Wisconsin     | 1,877               | 10,146                  | 9,380               | 766               | 14,600                             | 14,354               | 246              | 172                                      | 17,431  |
| Other States  | 16,264              | 127,877                 | 122,935             | 4,942             | 180,373                            | 178,767              | 1,606            | 2,100                                    | 215,694   |

Source: Census of Retail Distribution, 1929, Vol. I, Parts 2 and 3, Table 4A. Data include the Census classifications "Automobile Sales Rooms," "Used-car Dealers" and "Automobile Dealers with Farm Implements and Machinery." The discrepancy between these figures and those from the Chilton Company is presumably due to the fact that the Census classifies as dealers only those establishments which derive their principal income from the sales of motor vehicles while the Chilton Company classifies as a dealer any establishment that sells motor vehicles.

/ Average number of employees includes all persons whether on a salary or wage basis.

/ Stocks on hand at the end of the year (at cost).

/ Data for automobile dealers with farm implements and machinery are not included in order to avoid disclosing figures for individual establishments.

Prepared by  
Industry Statistics Unit,  
Statistics Section,  
Division of Review, NRA  
November 26, 1935



TABLE IX-B

MOTOR VEHICLE RETAILING TRADE  
Establishments, Employees, Payrolls, Sales and Stocks, by States, 1929

(In Per Cents)

| State         | Establishments | Employees <sup>a/</sup> |           |           | Payrolls |           |           | Annual Sales | Stocks <sup>b/</sup> |
|---------------|----------------|-------------------------|-----------|-----------|----------|-----------|-----------|--------------|----------------------|
|               |                | Total                   | Full-time | Part-time | Total    | Full-time | Part-time |              |                      |
| U.S. Total    | 100.0          | 100.0                   | 100.0     | 100.0     | 100.0    | 100.0     | 100.0     | 100.0        | 100.0                |
| California    | 5.3            | 6.4                     | 6.5       | 4.4       | 7.3      | 7.3       | 4.5       | 7.6          | 7.3                  |
| Illinois      | 6.2            | 6.3                     | 6.3       | 5.7       | 6.8      | 6.8       | 5.2       | 6.4          | 6.6                  |
| Indiana       | 3.2            | 3.0                     | 3.0       | 3.5       | 2.8      | 2.8       | 3.3       | 2.8          | 2.6                  |
| Iowa          | 3.8            | 2.4                     | 2.4       | 4.1       | 2.0      | 2.0       | 3.9       | 2.3          | 2.4                  |
| Massachusetts | 2.9            | 3.5                     | 3.5       | 2.5       | 3.8      | 3.8       | 2.9       | 3.8          | 3.4                  |
| Michigan      | 4.5            | 4.8                     | 4.8       | 4.6       | 5.3      | 5.4       | 5.0       | 5.3          | 4.3                  |
| Missouri      | 2.9            | 3.0                     | 3.0       | 3.6       | 2.9      | 2.9       | 3.9       | 2.8          | 2.8                  |
| Minnesota     | 3.3            | 2.4                     | 2.3       | 3.3       | 2.1      | 2.1       | 3.4       | 2.2          | 2.3                  |
| New Jersey    | 2.8            | 2.8                     | 2.9       | 1.4       | 3.4      | 3.4       | 1.3       | 3.3          | 3.3                  |
| New York      | 7.4            | 8.2                     | 8.3       | 5.1       | 9.7      | 9.7       | 6.7       | 9.9          | 9.8                  |
| Ohio          | 6.0            | 6.0                     | 6.0       | 5.6       | 6.5      | 6.5       | 5.6       | 6.2          | 5.6                  |
| Pennsylvania  | 7.2            | 6.8                     | 6.8       | 7.0       | 6.7      | 6.8       | 6.7       | 6.6          | 7.9                  |
| Texas         | 4.5            | 5.7                     | 5.7       | 5.3       | 5.1      | 5.1       | 4.8       | 5.3          | 5.4                  |
| Wisconsin     | 4.1            | 2.8                     | 2.7       | 5.9       | 2.7      | 2.6       | 5.7       | 2.7          | 2.7                  |
| Other States  | 35.9           | 35.9                    | 35.8      | 38.0      | 32.9     | 32.8      | 37.1      | 32.8         | 33.6                 |

Source: Census of Retail Distribution, 1929, Vol. I, Parts 2 and 3, Table 4A. Data include the Census classifications "Automobile Sales Rooms," "Used-car Dealers" and "Automobile Dealers with Farm Implements and Machinery." Per Cents are based upon the figures presented in Table IX-A.

<sup>a/</sup> Average number of employees includes all persons whether on a salary or wage basis.  
<sup>b/</sup> Stocks on hand at the end of the year (at cost).

Prepared by  
 Industry Statistics Unit,  
 Statistics Section,  
 Division of Review, NRA  
 November 26, 1935





TABLE X-A

**MOTOR VEHICLE RETAILING TRADE**  
**Establishments, Employees, Payrolls, Sales and Stocks, by States, 1933**

| State                | Establishments | Total   | Employees <sup>a/</sup> |           | Payrolls<br>(Thousands of Dollars) |           |           | Annual Sales<br>(Millions<br>of Dollars) | Stocks <sup>b/</sup><br>(Thousands<br>of Dollars) |
|----------------------|----------------|---------|-------------------------|-----------|------------------------------------|-----------|-----------|--|---|
|                      |                |         | Full-time               | Part-time | Total                              | Full-time | Part-time |  |   |
| U. S. Total          | 30,646         | 203,632 | 190,961                 | 12,671    | 204,820                            | 198,542   | 6,278     | 2,128                                    | 193,635   |
| Alabama              | 1,935          | 14,557  | 13,695                  | 862       | 16,510                             | 16,087    | 423       | 167                                      | 15,213  |
| Arizona              | 1,825          | 11,885  | 10,968                  | 917       | 12,032                             | 11,596    | 436       | 122                                      | 11,516  |
| Arkansas             | 993            | 5,636   | 5,134                   | 502       | 4,913                              | 4,687     | 226       | 54                                       | 4,869   |
| California           | 1,046          | 4,639   | 4,254                   | 385       | 4,012                              | 3,864     | 148       | 42                                       | 4,754   |
| Colorado             | 968            | 7,318   | 6,772                   | 546       | 8,489                              | 8,115     | 374       | 83                                       | 7,109   |
| Connecticut          | 1,400          | 9,497   | 8,917                   | 580       | 9,162                              | 8,870     | 292       | 103                                      | 8,393   |
| Delaware             | 955            | 6,647   | 6,331                   | 316       | 6,623                              | 6,457     | 166       | 71                                       | 5,521   |
| District of Columbia | 124            | 4,858   | 4,514                   | 344       | 4,540                              | 4,379     | 161       | 45                                       | 4,995   |
| Florida              | 133            | 5,837   | 5,518                   | 319       | 7,192                              | 7,013     | 179       | 72                                       | 5,904   |
| Georgia              | 1,196          | 17,771  | 16,456                  | 815       | 21,827                             | 21,303    | 524       | 227                                      | 20,027  |
| Idaho                | 235            | 11,540  | 10,561                  | 879       | 11,383                             | 10,964    | 419       | 124                                      | 9,932   |
| Illinois             | 2,152          | 13,794  | 12,797                  | 997       | 13,326                             | 12,853    | 473       | 137                                      | 14,315  |
| Indiana              | 1,496          | 11,084  | 10,532                  | 452       | 10,408                             | 10,208    | 200       | 117                                      | 8,983   |
| Iowa                 | 1,249          | 5,465   | 4,900                   | 565       | 4,906                              | 4,647     | 259       | 49                                       | 5,810   |
| Kansas               |                |         |                         |           |                                    |           |           |  |   |
| Kentucky             |                |         |                         |           |                                    |           |           |  |   |
| Louisiana            |                |         |                         |           |                                    |           |           |  |   |
| Maine                |                |         |                         |           |                                    |           |           |  |   |
| Maryland             |                |         |                         |           |                                    |           |           |  |   |
| Massachusetts        |                |         |                         |           |                                    |           |           |  |   |
| Michigan             |                |         |                         |           |                                    |           |           |  |   |
| Minnesota            |                |         |                         |           |                                    |           |           |  |   |
| Mississippi          |                |         |                         |           |                                    |           |           |  |   |
| Missouri             |                |         |                         |           |                                    |           |           |  |   |
| Montana              |                |         |                         |           |                                    |           |           |  |   |
| Nebraska             |                |         |                         |           |                                    |           |           |  |   |
| Nevada               |                |         |                         |           |                                    |           |           |  |   |
| New Hampshire        |                |         |                         |           |                                    |           |           |  |   |
| New Jersey           |                |         |                         |           |                                    |           |           |  |   |
| New Mexico           |                |         |                         |           |                                    |           |           |  |   |
| New York             |                |         |                         |           |                                    |           |           |  |   |
| North Carolina       |                |         |                         |           |                                    |           |           |  |   |
| North Dakota         |                |         |                         |           |                                    |           |           |  |   |
| Ohio                 |                |         |                         |           |                                    |           |           |  |   |
| Oklahoma             |                |         |                         |           |                                    |           |           |  |   |
| Oregon               |                |         |                         |           |                                    |           |           |  |   |
| Pennsylvania         |                |         |                         |           |                                    |           |           |  |   |
| Rhode Island         |                |         |                         |           |                                    |           |           |  |   |
| South Carolina       |                |         |                         |           |                                    |           |           |  |   |
| South Dakota         |                |         |                         |           |                                    |           |           |  |   |
| Tennessee            |                |         |                         |           |                                    |           |           |  |   |
| Texas                |                |         |                         |           |                                    |           |           |  |   |
| Vermont              |                |         |                         |           |                                    |           |           |  |   |
| Virginia             |                |         |                         |           |                                    |           |           |  |   |
| Washington           |                |         |                         |           |                                    |           |           |  |   |
| West Virginia        |                |         |                         |           |                                    |           |           |  |   |
| Wisconsin            |                |         |                         |           |                                    |           |           |  |   |
| Wyoming              |                |         |                         |           |                                    |           |           |  |   |
| Unlabeled            | 10,559         | 73,104  | 68,212                  | 4,892     | 69,497                             | 67,499    | 1,998     | 715                                      | 65,794  |

<sup>a/</sup> Census of Retail Trade, 1929, Vol. I, Table A; Vol. II, Table 1A and Table 1. Data are for the Census classification "Motor Vehicle Dealers (New and Used)." It is comparable to the data presented for 1929 in Table IX-B. The discrepancy between these figures and those from the Chilton Company is presumably due to the fact that the Census classifies as dealers only those establishments which derive their principal income from the sales of motor vehicles while the Chilton Company classifies as a dealer any establishment that sells motor vehicles.

<sup>b/</sup> Average number of employees includes all persons whether on a salary or wage basis.  
 Stocks on hand at the end of the year (at cost).

Prepared by  
 Industry Statistics Unit,  
 Statistics Section,  
 Division of Review, NRA  
 November 27, 1935



TABLE X-B

MOTOR VEHICLE RETAILING TRADE  
Establishments, Employees, Payrolls, Sales and Stocks, by States, 1933

(In Per Cents)

| State         | Establishments | Employees <sup>a/</sup> |           |           | Payrolls |           |           | Annual Sales | Stocks <sup>b/</sup> |
|---------------|----------------|-------------------------|-----------|-----------|----------|-----------|-----------|--------------|----------------------|
|               |                | Total                   | Full-time | Part-time | Total    | Full-time | Part-time |              |                      |
| U.S. Total    | 100.0          | 100.0                   | 100.0     | 100.0     | 100.0    | 100.0     | 100.0     | 100.0        | 100.0                |
| California    | 6.3            | 7.1                     | 7.2       | 6.8       | 8.1      | 8.1       | 6.7       | 7.9          | 7.9                  |
| Illinois      | 6.0            | 5.8                     | 5.7       | 7.2       | 5.9      | 5.8       | 6.9       | 5.7          | 5.9                  |
| Indiana       | 3.2            | 2.8                     | 2.7       | 4.0       | 2.3      | 2.4       | 3.6       | 2.5          | 2.5                  |
| Iowa          | 3.4            | 2.3                     | 2.2       | 3.0       | 2.0      | 1.9       | 2.4       | 2.0          | 2.5                  |
| Massachusetts | 3.2            | 3.6                     | 3.5       | 4.3       | 4.1      | 4.1       | 6.0       | 3.9          | 3.7                  |
| Michigan      | 4.6            | 4.7                     | 4.6       | 4.6       | 4.5      | 4.5       | 4.7       | 4.9          | 4.3                  |
| Missouri      | 3.1            | 3.3                     | 3.3       | 2.5       | 3.2      | 3.3       | 2.6       | 3.3          | 2.9                  |
| Minnesota     | 3.0            | 2.4                     | 2.4       | 2.7       | 2.2      | 2.2       | 2.6       | 2.1          | 2.6                  |
| New Jersey    | 2.7            | 2.8                     | 2.9       | 2.5       | 3.5      | 3.5       | 2.9       | 3.4          | 3.0                  |
| New York      | 7.1            | 8.7                     | 8.9       | 6.4       | 10.7     | 10.7      | 8.3       | 10.7         | 10.3                 |
| Ohio          | 6.6            | 5.7                     | 5.6       | 6.9       | 5.6      | 5.5       | 6.7       | 5.8          | 5.1                  |
| Pennsylvania  | 7.0            | 6.8                     | 6.7       | 7.9       | 6.5      | 6.5       | 7.5       | 6.4          | 7.7                  |
| Texas         | 4.9            | 5.4                     | 5.6       | 3.6       | 5.1      | 5.1       | 3.2       | 5.5          | 4.6                  |
| Wisconsin     | 4.1            | 2.7                     | 2.6       | 4.5       | 2.4      | 2.4       | 4.1       | 2.3          | 3.0                  |
| Other States  | 34.8           | 35.9                    | 36.1      | 33.1      | 33.9     | 34.0      | 31.8      | 33.6         | 34.0                 |

Source: Census of Retail Distribution, 1933, Vol. I, Table A; Vol. II, Table 1A and Table 1. Data are for the Census classification "Motor Vehicle Dealers (New and Used)" and are comparable to the data presented for 1929 in Table IXB. Per Cents are based upon the figures presented in Table X-A.

<sup>a/</sup> Average number of employees includes all persons whether on a salary or wage basis.  
<sup>b/</sup> Stocks on hand at the end of the year (at cost).

Prepared by  
 Industry Statistics Unit,  
 Statistics Section,  
 Division of Review, NRA  
 November 27, 1935



## MOTOR VEHICLE RETAILING TRADE

Number of Motor Vehicle Dealers, by States, 1929 to 1935

| State        | 1929a/ |                      |        | 1931b/               |        |                      | 1933c/ |                      |        | 1934d/               |        |                      | 1935e/ |                      |        |
|--------------|--------|----------------------|--------|----------------------|--------|----------------------|--------|----------------------|--------|----------------------|--------|----------------------|--------|----------------------|--------|
|              | Number | Per Cent<br>of Total | Number | Per Cent<br>of Total | Number | Per Cent<br>of Total | Number | Per Cent<br>of Total | Number | Per Cent<br>of Total | Number | Per Cent<br>of Total | Number | Per Cent<br>of Total | Number |
| U. S. Total  | 54,354 | 100.0                | 43,060 | 100.0                | 39,363 | 100.0                | 35,265 | 100.0                | 35,977 | 100.0                | 35,977 | 100.0                |        |                      |        |
| California   | 2,475  | 4.6                  | 2,213  | 4.6                  | 1,314  | 4.6                  | 1,601  | 4.5                  | 1,650  | 4.6                  | 1,650  | 4.6                  |        |                      |        |
| Illinois     | 3,352  | 6.2                  | 2,930  | 6.2                  | 2,420  | 6.1                  | 2,147  | 6.1                  | 2,161  | 6.0                  | 2,161  | 6.0                  |        |                      |        |
| Iowa         | 2,091  | 3.8                  | 1,845  | 3.8                  | 1,434  | 3.7                  | 1,373  | 3.9                  | 1,416  | 3.9                  | 1,416  | 3.9                  |        |                      |        |
| Michigan     | 2,220  | 4.1                  | 2,037  | 4.2                  | 1,702  | 4.3                  | 1,534  | 4.4                  | 1,626  | 4.5                  | 1,626  | 4.5                  |        |                      |        |
| Minnesota    | 2,007  | 3.7                  | 1,730  | 3.7                  | 1,504  | 3.8                  | 1,313  | 3.7                  | 1,323  | 3.7                  | 1,323  | 3.7                  |        |                      |        |
| New York     | 4,023  | 7.4                  | 3,749  | 7.3                  | 3,112  | 7.3                  | 2,750  | 7.3                  | 2,530  | 7.0                  | 2,530  | 7.0                  |        |                      |        |
| Ohio         | 3,235  | 6.0                  | 2,764  | 5.8                  | 2,332  | 5.3                  | 2,013  | 5.7                  | 2,072  | 5.3                  | 2,072  | 5.3                  |        |                      |        |
| Pennsylvania | 3,930  | 7.2                  | 3,761  | 7.3                  | 3,243  | 3.1                  | 2,968  | 3.4                  | 2,853  | 7.9                  | 2,853  | 7.9                  |        |                      |        |
| Texas        | 2,234  | 4.1                  | 1,932  | 4.1                  | 1,576  | 4.0                  | 1,421  | 4.0                  | 1,572  | 4.4                  | 1,572  | 4.4                  |        |                      |        |
| Wisconsin    | 2,551  | 4.7                  | 2,124  | 4.4                  | 1,776  | 4.4                  | 1,620  | 4.6                  | 1,569  | 4.4                  | 1,569  | 4.4                  |        |                      |        |
| Other States | 26,131 | 43.2                 | 22,875 | 47.6                 | 13,900 | 47.4                 | 16,525 | 46.9                 | 17,200 | 47.3                 | 17,200 | 47.3                 |        |                      |        |

Source: Compiled by the Chilton Company and published in Automobile Facts and Figures. The discrepancy between these figures and those from the Census is presumably due to the fact that the latter classified as dealers only those establishments which derive their principal income from the sales of motor vehicles while the former considers as a dealer any establishment that sells motor vehicles.

a/ As of January 1, 1930.

b/ As of January 1, 1932.

c/ As of April 1, 1933.

d/ As of February 1, 1934. The figure, 39,594, given by Code Authority for total number of dealers in 1934 is larger than the one given by Chilton but the percentage distribution by States is practically the same with the exceptions of California, New York and Ohio.

e/ As of June 1, 1935.

Prepared by  
Industry Statistics Unit,  
Statistics Section, Division of Review, NRA  
November 26, 1935



TABLE XII

MOTOR VEHICLE RETAILING TRADE  
Establishments and Net Sales, Classified by Volume of Sales, 1929

| Volume of Sales<br>per Establishment | Establishments |                      | Net Sales               |                      |
|--------------------------------------|----------------|----------------------|-------------------------|----------------------|
|                                      | Number         | Per Cent<br>of Total | Thousands<br>of Dollars | Per Cent<br>of Total |
| Total                                | 45,301         | 100.0                | 6,407,523 <sup>a/</sup> | 100.0                |
| Less than \$ 5,000                   | 1,510          | 3.3                  | 7,275                   | .1                   |
| \$ 5,000 - 9,999                     | 2,126          | 4.7                  | 15,488                  | .3                   |
| 10,000 - 19,999                      | 4,228          | 9.3                  | 61,557                  | 1.0                  |
| 20,000 - 29,999                      | 3,707          | 8.2                  | 90,671                  | 1.4                  |
| 30,000 - 49,999                      | 5,960          | 13.2                 | 232,086                 | 3.6                  |
| 50,000 - 99,999                      | 9,352          | 21.0                 | 712,203                 | 11.1                 |
| 100,000 - 199,999                    | 9,145          | 20.2                 | 1,293,055               | 20.2                 |
| 200,000 - 399,999                    | 3,680          | 8.1                  | 892,991                 | 13.9                 |
| 300,000 - 499,999                    | 2,889          | 6.4                  | 1,097,778               | 17.1                 |
| 500,000 - 999,999                    | 1,700          | 3.7                  | 1,161,611               | 18.1                 |
| 1,000,000 and over                   | 504            | 1.1                  | 842,808                 | 13.2                 |

Source: Census of Retail Distribution, 1929, Table 4A and 4B. Data are for Census classifications "Automobile salesrooms," "Used-Car Dealers" and "Automobile Dealers with Farm Implements and Machinery."

<sup>a/</sup> There is a slight difference between this total and the sum of the totals for the 3 classifications as given in the Census due to the adjustment by the Census of the figures for each state to the nearest thousand.

Prepared by  
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TABLE XIII

MOTOR VEHICLE RETAILING TRADE  
Number of Dealers Classified by Number of New Cars Sold, 1934 a/

| Number of<br>Cars Sold | Number of<br>Dealers | Per Cent |
|------------------------|----------------------|----------|
| Total                  | 35,977               | 100.0    |
| 1 to 5                 | 7,824                | 21.8     |
| 6 to 15                | 7,210                | 20.0     |
| 16 to 25               | 4,834                | 13.5     |
| 26 to 50               | 5,627                | 15.6     |
| 51 to 75               | 4,026                | 11.2     |
| 76 to 100              | 2,493                | 6.9      |
| 101 to 150             | 1,822                | 5.2      |
| 151 to 200             | 867                  | 2.4      |
| 201 to 300             | 543                  | 1.5      |
| 301 to 400             | 313                  | .9       |
| 401 to 500             | 130                  | .4       |
| 501 and over           | 198                  | .6       |

Source: National Automobile Dealers' Association, published in Automotive Industries, August 10, 1935, p. 163.

a/ Estimates made by the National Automobile Dealers' Association on the basis of information from 16 states and the District of Columbia.

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TABLE XIV  
MOTOR VEHICLE RETAILING TRADE  
Number of Employees, by Months, 1933

| Month     | Total   | Full-time | Part-time |
|-----------|---------|-----------|-----------|
| January   | 186,830 | 175,602   | 11,228    |
| February  | 137,400 | 176,154   | 11,246    |
| March     | 187,493 | 176,016   | 11,477    |
| April     | 191,609 | 179,882   | 11,727    |
| May       | 196,359 | 184,102   | 12,257    |
| June      | 201,472 | 188,660   | 12,812    |
| July      | 206,375 | 193,133   | 13,242    |
| August    | 213,109 | 199,402   | 13,707    |
| September | 217,177 | 203,329   | 13,848    |
| October   | 217,850 | 204,272   | 13,578    |
| November  | 217,782 | 204,220   | 13,562    |
| December  | 216,889 | 203,513   | 13,376    |
| Average   | 203,362 | 190,691   | 12,672    |

Source: Census of Retail Distribution, 1933. Summary for the United States, Tables 4 and 4A. Data are for the Census classification "Motor Vehicle Dealers." Employees include all employed persons whether on a salaried or wage basis.

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TABLE XV

## MOTOR VEHICLE RETAILING TRADE

New Motor Vehicle Registrations, by States, 1929 to 1934

| State         | 1929      |                      | 1931      |                      | 1933      |                      | 1934      |                      |
|---------------|-----------|----------------------|-----------|----------------------|-----------|----------------------|-----------|----------------------|
|               | Number    | Per Cent<br>of Total | Number    | Per Cent<br>of Total | Number    | Per Cent<br>of Total | Number    | Per Cent<br>of Total |
| U.S. Total    | 4,406,872 | 100.0                | 2,221,941 | 100.0                | 1,739,663 | 100.0                | 2,292,443 | 100.0                |
| California    | 285,899   | 6.5                  | 154,470   | 7.0                  | 111,856   | 6.4                  | 136,617   | 6.0                  |
| Illinois      | 262,846   | 6.0                  | 132,748   | 6.0                  | 97,224    | 5.6                  | 126,871   | 5.5                  |
| Indiana       | 135,505   | 3.1                  | 62,034    | 2.8                  | 46,297    | 2.7                  | 64,270    | 2.8                  |
| Massachusetts | 151,054   | 3.4                  | 99,767    | 4.5                  | 72,759    | 4.2                  | 83,423    | 3.6                  |
| Michigan      | 279,383   | 6.3                  | 106,727   | 4.8                  | 94,767    | 5.4                  | 126,054   | 5.5                  |
| New Jersey    | 139,807   | 3.2                  | 96,150    | 4.3                  | 63,839    | 3.7                  | 72,077    | 3.1                  |
| New York      | 379,238   | 8.6                  | 265,527   | 11.9                 | 195,963   | 11.3                 | 209,718   | 9.2                  |
| Ohio          | 293,296   | 6.6                  | 126,087   | 5.7                  | 112,363   | 6.5                  | 148,932   | 6.5                  |
| Pennsylvania  | 305,945   | 6.9                  | 174,262   | 7.8                  | 141,416   | 8.1                  | 177,056   | 7.7                  |
| Texas         | 241,044   | 5.5                  | 86,881    | 3.9                  | 94,336    | 5.4                  | 131,476   | 5.7                  |
| Other States  | 1,932,855 | 43.9                 | 917,288   | 41.3                 | 708,843   | 40.7                 | 1,015,521 | 44.3                 |

Source: Compiled by R.L. Polk and Company and published in Automotive Industries, Annual Statistical Issues. Data include passenger cars and trucks.

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Statistics Section,  
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TABLE XVI

MOTOR VEHICLE RETAILING TRADE  
Production of Motor Vehicles, by States, 1929 and 1931 a/

| State        | 1929      |          | 1931      |          |
|--------------|-----------|----------|-----------|----------|
|              | Number    | Per Cent | Number    | Per Cent |
| U.S. Total   | 4,752,808 | 100.0    | 2,157,452 | 100.0    |
| California   | 186,154   | 3.9      | 114,727   | 5.3      |
| Illinois     | 13,626    | .3       | 9,060     | .4       |
| Indiana      | 192,723   | 4.0      | 100,598   | 4.7      |
| Michigan     | 1,665,021 | 35.0     | 709,116   | 32.9     |
| New York     | 284,238   | 6.0      | 247,936   | 11.5     |
| Ohio         | 479,268   | 10.1     | 196,892   | 9.1      |
| Pennsylvania | 18,345    | .4       | 11,391    | .5       |
| Wisconsin    | 294,495   | 6.2      | 153,774   | 7.1      |
| Other States | 1,619,938 | 34.1     | 613,958   | 28.5     |

Source: Census of Manufactures, 1929, p. 1226; 1931, p. 9. Data are for Census classification "Motor Vehicles." They include "Passenger Vehicles (not including public conveyances)" and "Commercial Vehicles;" the latter includes 2,316 hearses and undertakers' wagons for 1929.

a/ This table gives statistics for each State for which it is possible to publish separate figures without disclosing exactly or approximately the output of individual establishments. In some cases, however, certain of the "Other States" outranked some of the States, for which separate figures are given. Data for 1933 are not available.

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